**PODCASTING 4 – IMAGING**

Image is Everything!

MUSIC

* music bed (background music) under your voice
	+ creates momentum and energy – don’t let it distract
	+ adds variety
	+ use effectively, not necessarily all the time
* theme or opener
	+ helps listeners identify with your show
	+ helps them get in the mood to listen

Music makes your podcast sound professional.

Get podcast-licensed royalty-free music from many websites. Search those terms.

SOUND EFFECTS

* use sounds to tell stories
* take the listener on an imaginative journey
* findsounds.com, soundsnap.com, etc.

VOICE OVER

* professional voice for anywhere from $5-$500
* know what you want, give direction
	+ male, female, accent, young/old, authoritative/light, etc.
	+ radiodaddy.com, voice123.com, voices.com, etc.
* usually for intro and outro
* however you do it, have someone from outside your show do it

BUMPER

* pre-recorded audio that is usually a voice over talking over some music.
* 5-10 seconds long
* serves as a transition from one topic to another
	+ introduces topics
	+ gives contact info
	+ etc.
* makes it easy to go from one topic to another

STINGER

* sound effect or music effect that emphasizes a point or thought

DROPS

* sound bites taken from movies or TV
* add more personality to the production

SWEEPER

* recorded element, generally a voice over with sound effects that acts as a bridge between two songs
* 7-10 seconds long
* uses the name of the radio station

OPENER

* music bed combined with a voice over that introduces your episode
* voice over is usually 5-8 seconds long and mentions the title of your podcast and your name
* music trails

CLOSER

* like an opener but in reverse
* music opens under, finishes with voice over

THE FINISHED PRODUCT – Does everything sound ok?

* check volume levels of voice and music
* make sure editing is clean
* make final edit decisions
* “Share” audio file (GarageBand) to disc or iTunes; save in folder, submit assignment

ARTWORK

* helps you stand out from the crowd
* have a good logo, graphic or picture
* people see your artwork before they hear your podcast
* 300 x 300 pixels
* Odesk, Vworker, DAD class
* Tips for artwork
	+ Gives a good impression of what show is about
	+ Make consistent with your blog logo
	+ Use bright colors to help it stand out
	+ Use an image or caricature to make it more personal and attention grabbing
	+ Make sure the dimensions are right